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THE ORGANIZATION

FORT MCMURRAY INTERNATIONAL AIRPORT

Redefining the Air Travel Experience for Our Region

On June 9, 2014 the new air terminal building at Fort McMurray International Airport (YMM) opened. The new building provides an enjoyable and relaxing experience to our approximately 800,000 annual passengers.

The \$258 million building is approximately 15,000 square meters, and features state of the art technology to provide and an enhanced experience to those travelling through our facility. Since opening, YMM has received numerous awards including “Best Food & Beverage Program – Medium/Small Airport” category at the Airports Council International – North America (ACI-NA) Excellence in Airport Concessions Awards in April of 2015.

YMM is the aviation centre of the Athabasca region and an important connection for Canada’s energy sector to the world. The Airport is located 15 minutes from downtown Fort McMurray and is in proximity to Highway 63, providing easy access to the region’s Oil Sands sites, the Edmonton region and Western Canada. Our vision is not only for YMM to be the premiere aviation facility in Northern Alberta, but also to be the hub of commercial and industrial activities in the Wood Buffalo region.

Fast Facts:

- Since 2012, over \$325 million will have been invested in airport expansion, including the Main Terminal Building and roadways, utilities and services for the new commercial parks
- The airport occupies 685 hectares of land, of which over 100 are designated for commercial and industrial activities in three commercial parks – far more than any existing industrial park in the region
- Airfield infrastructure can accommodate aircraft up to Code D in size, including B767-300 and A300F4-600 aircraft
- Certified by Transport Canada for day and night, IFR and VFR operations
- 24-hour unlimited access with no curfew restrictions
- Major aerial tanker base for the provincial forestry department’s forest fire suppression services in Northern Alberta
- The Main Terminal Building features 4 aircraft bridges, 2 baggage carousels and over 2,200 powered parking stalls

To learn more, please visit the Fort McMurray International Airport’s [website](#).



THE LOCATION

FORT MCMURRAY, ALBERTA

Opportunity is what brings people to Fort McMurray, but an amazing lifestyle is why they stay. Explore the surrounding boreal forest, witness the northern lights, and immerse yourself in a thriving multicultural community.

Nestled in a forest valley where the Athabasca and Clearwater rivers meet is Wood Buffalo's urban centre, the community of Fort McMurray. Home to over 125,000 Albertans and their families, Fort McMurray has one of the nation's highest average household incomes (\$189,458), as well as one of the largest discretionary incomes (\$30,464).

Fort McMurray draws attention from around the world as the residential and commercial focal point of Canada's oil sands industry. The Athabasca Oil Sands is both the largest known reservoir of crude bitumen in the world, with over 1.7 trillion barrels of recoverable oil and also the third largest deposit of oil in the world.

This natural resource has provided immense opportunity for the region, and support from industry partners has allowed Fort McMurray to build a thriving, family oriented, multicultural community. In the heart of Fort McMurray sits MacDonald Island Park, Canada's largest recreation centre. This world-class facility provides residents with superior sports, cultural, recreational and event opportunities. It is also home to the Suncor Community Leisure Centre and the Wood Buffalo Public Library.





Health care is a top priority for residents, and the Northern Lights Regional Health Centre serves as the dedicated hospital in the region offering 24-hour emergency care, intensive care unit, full surgical services, radiology unit and medical laboratory. A wide variety of specialized health opportunities are also available, including personal trainers at state of the art fitness facilities and a wide array of therapeutic and holistic services.

Four public school districts and twenty four schools provide the highest standards of education for our youngest residents, and Keyano College provides post-secondary courses and programs to our community. The college collaborates with Athabasca University, University of Lethbridge, University of Alberta and University of Calgary to offer academic degrees in many programs without having to leave the region.

Our region is an outdoor paradise for adventure seekers, with over 130 km of maintained trails, sand dunes, skating, skiing and golfing. The beautiful Birchwood trails are home to our nation's largest outdoor green gym, and provide as oasis in the middle of our city. Finally, Fort McMurray is located in close proximity to Wood Buffalo National Park, a designated UNESCO World Heritage Site, and second largest national park in the world.

Our northern location roughly centers on the 65th parallel, allowing residents of Fort McMurray the privilege of watching the Aurora Borealis dance most cold, clear evenings from October to March.

Fort McMurray also boasts a thriving arts and culture scene, including the state of the art Keyano Theatre, several art galleries, numerous festivals and live events. Sports fans in the region can enjoy cheering on our hometown teams – the Fort McMurray Oil Barons (hockey), Fort McMurray Monarchs (football) and Fort McMurray Giants (baseball).

Fort McMurray is a place for families to work, stay and grow and offers you the opportunity to enjoy an extraordinary lifestyle.

To learn more, please visit the Regional Municipality of Wood Buffalo's [website](#).



Reporting to the President & CEO, the Vice President (VP), Commercial leads the effort to optimize revenue from both aeronautical and non-aeronautical sources. This is an exciting new position tasked with the responsibility to integrate FMAA's marketing and branding efforts through all revenue streams.

The VP, Commercial will oversee the day-to-day operations of the concessions and properties management practices at FMAA as well as the Customer Experience, Marketing, Communications, Land Development and Air Service Development.



Key Roles & Responsibilities

- Provides oversight of the planning, development and implementation of all concessions, properties and facility leasing programs and initiatives.
- Creates and supports new opportunities for revenue growth and diversification with consideration for the needs of other elements within the airport organization.
- Builds and establishes effective and meaningful internal relationships and stakeholder relations in the community with all levels of government, customers, and partners.
- Promotes the Airport as an integral part of the community and as a community leader, by increasing awareness of the services offered and building strategic partnerships.
- Negotiates, prepares and administers contracts.
- Leads airport-wide efforts in evaluating the full economic development potential and financial value of airport real estate holdings. Communicates the potential use and value of these properties to the Authority's Executive Staff, Committees and Board while serving as both an internal resource and driving force for the development of these properties.
- Fosters collaboration and strong links with the operating division. Consults with them on real estate development potential and coordinates the development of properties.
- Develops, implements and maintains revenue producing streams and enhances strategies for the support of air service development and airline activities.



Other Responsibilities

- Provides leadership, strategic direction and functional expertise in the commercial development and leasing of properties at FMAA.
- Fosters a performance-oriented culture, and drives accountability amongst employees to optimize decision-making, customer satisfaction, and organizational effectiveness and efficiency.
- Responsible the development and execution of the Stakeholder Relations and Community Investment Plan, Marketing Plan, and Customer Experience Plan.
- Ensures customers receive a consistently high level of quality service in facilities that are safe, clean and efficient.
- Designs, develops, facilitates and advances an integrated and airport wide customer service program that will enhance the passenger experience, improve overall customer satisfaction and create a positive airport image.
- Oversees the Airport's internal and external marketing and promotional initiatives.



THE PERSON

Qualifications & Experience

The ideal candidate will possess the following:

- Extensive senior leadership experience combined with strong business and financial acumen.
- Experience effectively negotiating, managing and closing large commercial revenue opportunities.
- A proven track record of success in business development and strategic planning.
- Extensive experience in commercial leasing, retail, marketing and communications, property management and development, and land development preferably within the aviation industry.
- Must be eligible to obtain a Restricted Area Identification Card (RAIC).

Knowledge, Skills & Abilities

Technical Expertise – Comprehensive knowledge of and aptitude for relevant land development legislations and policies as well as zoning regulations.

Relationship and Communication Skills – Solid, dynamic and engaging communicator with the ability to inspire others. Excellent presentation skills. Able to establish new and build upon existing relationships with all stakeholders including public officials, airport tenants, businesses, employees and the general public.

Creative and Strategic – Invests resources in well-designed initiatives. Creates a structure to deliver organization-wide results and achieve objectives. Is open, transparent and collaborative, always looking to new ideas in order to create further efficiencies and opportunities for the organization. Proven ability to balance strategy and the tactical day-to-day operations. Ability to solve challenging problems and provide effective solutions.

Leadership with Integrity – Able to lead through influence and build consensus. Has a proven ability to create and sustain a shared vision, act as a role model and be innovative in finding strategic ways to address the issues. Acts with integrity and strong ethics to foster trust at all levels.

Client Service Skills – Confidence in ensuring that customer's needs are identified and addressed, ensuring appropriate consultation with all members and stakeholders and ensuring timely, cost-effective and quality service.

Personal Management Skills – Demonstrate self-confidence and interpersonal versatility, self-motivation, self-discipline, strong work ethic, initiative, innovation, perseverance, integrity and political acumen. Excellent organization skills to work on numerous projects and coordinate multiple activities.

Achievement Orientation – Demonstrated planning and project management capabilities. Continuously seeks to stay current and be at the leading edge in his/her field. Driven toward achieving results, understands organizational challenges and is a progressive "idea person". Committed to excellence, innovation and continuous improvement in the workplace. Encourages others to achieve personal excellence.

Resourceful – Has an entrepreneurial mindset. Seeks out possibilities and potential opportunities; develops new ideas and moves them forward. Utilizes all of the resources available in order to get the job done. Creative and takes advantage of opportunities, while recognizing the necessity of working within limited resources.

Professional Maturity – An honest, open and consistent approach to working with others in the organization. Fair and people-orientated with excellent interpersonal skills. Capable of dealing with difficult situations effectively and efficiently. Thrives on pressure.

Team-builder and relationship-oriented – Possesses a strong ability to work within a team. Embraces the team culture. Builds and motivates a high performance team. Ensures the right people are in the right roles at the right times; fosters commitment, trust and collaboration among staff, leaders and stakeholders. Is astute in establishing and maintaining effective, positive relationships both internally and externally.



COMPENSATION

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

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